

AUDIO DEVELOPMENT
IN LIVE SERVICE:

ASSEMBLY LINE
THINKING

AUDIO DEVELOPMENT
IN LIVE SERVICE:

WHAT WAS I
THINKING?

AUDIO DEVELOPMENT
IN LIVE SERVICE:

HOW TO FAIL
REPEATEDLY

AUDIO DEVELOPMENT
IN LIVE SERVICE:

LOSING THE
WILL TO LIVE

AUDIO DEVELOPMENT
IN LIVE SERVICE:

PLEASE HELP
ME BEFORE I DIE

AUDIO DEVELOPMENT
IN LIVE SERVICE:

BROKEN ESCALATORS
ARE STAIRS

ASSEMBLY LINE #1: THIS TALK

LIVE
SERVICE



ASSEMBLY
LINES



IN THE
TRENCHES



LESS BAD
LESS FAIL

AUDIO DEVELOPMENT
IN LIVE SERVICE:

ETERNITY IS A
VERY LONG TIME

LIVE SERVICE GAMES

PET
SOCIETY

THE SIMS
SOCIAL

THE SIMS
SOCIAL
CHINA

SIMCITY
SOCIAL

JETSET
SECRETS

ALL OF THE THINGS

PET
SOCIETY

THE SIMS
SOCIAL

THE SIMS
SOCIAL
CHINA

SIMCITY
SOCIAL

JETSET
SECRETS

NEW
PROJECT

NEW
PROJECT

NEW
PROJECT

NEW
PROJECT

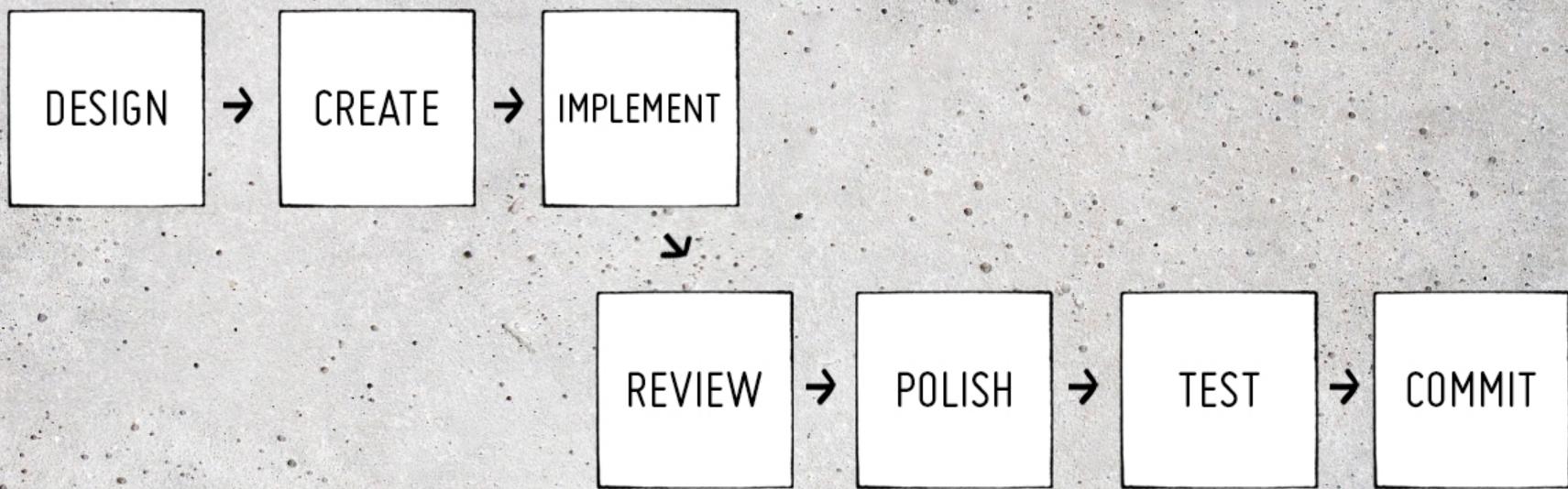
IN THE BEGINNING



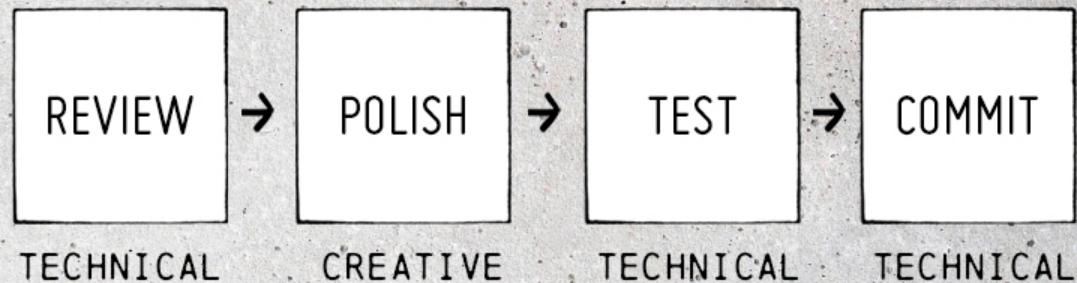
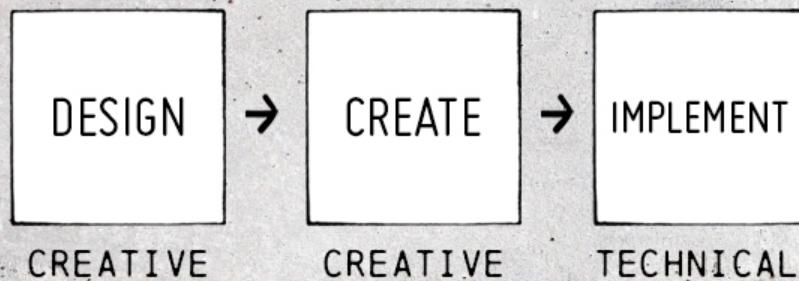
AUDIO DEVELOPMENT
IN LIVE SERVICE:

NO HEAVY LIFTING

ASSEMBLY LINE #2: AUDIO DEVELOPMENT



WHAT AM I REALLY DOING?



AUDIO DEVELOPMENT
IN LIVE SERVICE:

LATHER, RINSE,
REPEAT.

ONE BECOMES THREE

THE SIMS
SOCIAL

LIVE SERVICE
WEEKLY UPDATES

THE SIMS
SOCIAL
CHINA

LIVE SERVICE
MONTHLY UPDATES

SIMCITY
SOCIAL

LIVE SERVICE
WEEKLY UPDATES

JETSET
SECRETS

DEVELOPMENT

AND, FAIL.



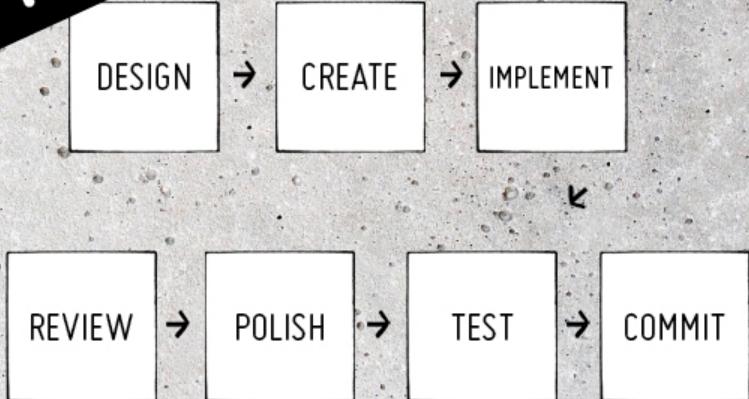
LIVE SERVICE
WEEKLY UPDATES



LIVE SERVICE
MONTHLY UPDATES



TOO MANY THINGS



AUDIO DEVELOPMENT
IN LIVE SERVICE:

ALWAYS DO
WHATEVER IS NEXT

THE AUDIO PROJECT

PET
SOCIETY

THE SIMS
SOCIAL

AUDIO

THE SIMS
SOCIAL
CHINA

SIMCITY
SOCIAL

JETSET
SECRETS

THE AUDIO PROJECT



STANDUPS

1 WEEK SPRINTS

VISIBLE SCRUM WALL

WORK ESTIMATES

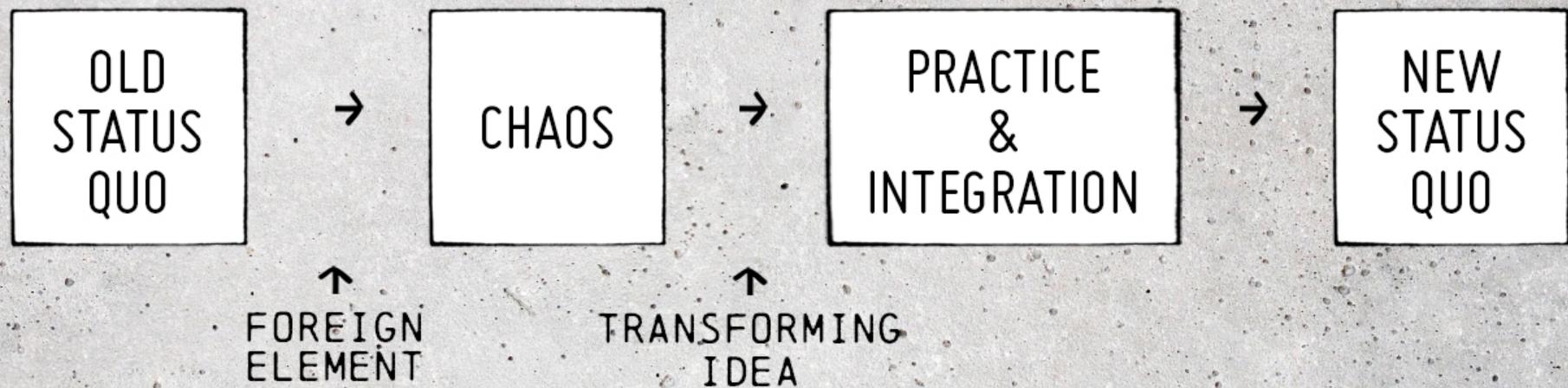
SPRINT PLANNING

DOCUMENTATION

HOW WE THINK CHANGE WORKS



HOW CHANGE ACTUALLY WORKS



AUDIO DEVELOPMENT
IN LIVE SERVICE:

BEGIN AT
THE END

AUDIO DEVELOPMENT
IN LIVE SERVICE:

IN THE PUB BY
1830

THANK YOU FOR LISTENING

MOJEN@PLAYFISH.COM



CREDITS:

- HIP BACKGROUND IMAGE WHICH IS JUST A PICTURE OF SOME CONCRETE - ISTOCKPHOTO.COM
- TRENDY AND UNCONVENTIONAL PRESENTATION FONTS - FONTSpring.COM
- JOKES THAT WERE FUNNY - WOODY ALLEN, GEORGE CARLIN AND MITCH HEDBERG (THANKS, GUYS)
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